Summary of 2020 Tompkins County Tourism Program Grants

	Community Celebrations	Tourism Marketing & Advertising	Tourism Project	Tourism Capital	Strategic Tourism Implementation
Award Range	$500 to $3,000	$1,000 to $5,000	$1,000 to $25,0000	~$25,000 or more	~$25,000 or more
Average Award (2013-2019)	$1,254	$2,828	$8,201	$18,314	$42,393
Match Required*	Yes, half of total project cost	Yes, half of total project cost	Yes, two-thirds of total project cost	Yes, two-thirds of total project cost	No
Eligible Applicants	Municipalities Non-profits	Municipalities Non-profits	Municipalities Non-profits	Municipalities Non-profits	Municipalities Non-profits
Purpose / Eligible Activities*	Local events that convey unique culture and history	Print, radio, TV, web/email, or other promotional campaigns	Activities that attract visitors to Tompkins County or implement the Strategic Plan	Feasibility Studies & Capital Investment Projects	Projects that implement critical actions in the Strategic Plan
Limitations*	All events must be free and open to the public	Funds must be used on promotion outside of Tompkins County	Fundraising, religious, and membership events are ineligible	Min. 5-year useful lifespan, operating expenses ineligible	General operating support is ineligible
Multi-year Awards	No	No	No	Yes	No
2020 Budget	$36,590	$20,000	$27,159	$244,000	$49,830
2020 Review Committee Chair	Carol Kammen, County Historian	TBD	TBD	Ken Jupiter	TBD
Contact	Kristin McCarthy, TCDPS 607.274.5560 kmmccarthy@ tompkins-co.org	Nick Helmholdt, TCDPS 607.274.5560 nhelmholdt@ tompkins-co.org	Nick Helmholdt, TCDPS 607.274.5560 nhelmholdt@ tompkins-co.org	Heather McDaniel, TCAD 607.273.0005 heatherm@tcad.org	Nick Helmholdt, TCDPS 607.274.5560 nhelmholdt@ tompkins-co.org

*This table provides summary information about matching funds, eligibility, and limitations. See grant guidelines (http://tompkinscountyny.gov/tourism/Grants) for additional details and please note contacts listed above should you have questions about a particular grant.